

FEBRUARY NUMBER 1904

THE LARKIN IDEA

50 CENTS A YEAR



THE HIGHEST QUALITY OF
SEMI-VITREOUS PORCELAIN
MADE IN THE NEW WORLD
SUPPLIED PROMPTLY TO
LARKIN CUSTOMERS

New Certificate Premiums

FROM THE 44th EDITION OF OUR PREMIUM LIST.



WHITELY EXERCISER.

Free for one Certificate.

This health-giving appliance is made of rubber cords enclosed in ornamental colored webbing; attached to nickel-plated trimmings and fitted with wood pulleys and handles. Two screw-hooks for fastening, or can be attached to the hinges of a door for use.

Choice of three weights, for men, women or children. Specify which when ordering.

LEATHER TRAVELING BAG.

Free for three Certificates.

This useful and durable Bag is made of Brown Walrus-grain

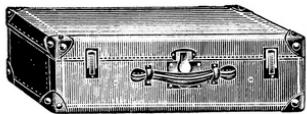
Leather, with leather-covered frame; solid leather handle; nickel-plated key-lock and side catches. Full leather lining with inside pocket for small articles. Length, 13 in.



SUIT-CASE, No. 3.

Free for three Certificates.

A very serviceable Suit-case, made of a water-proof imitation of Sole-leather that is very superior to the cheap grades of leather, both in appearance and durability. It has real sole-leather corners, handle and inside straps. Brass-trimmed throughout, including large round-headed rivets and finely finished lock with key. Cloth-lined, with fold inside of cover. Size, 24 x 13½ x 6½ in.



PORTABLE GAS LAMP.

Free for two Certificates.

A drop-light that you can afford. Has square slate base, with Gold-plated dome and shaft, lacquered to prevent tarnishing.

Genuine Welsbach burner, complete with 9-in. opal shade and cup, mantel and chimney.

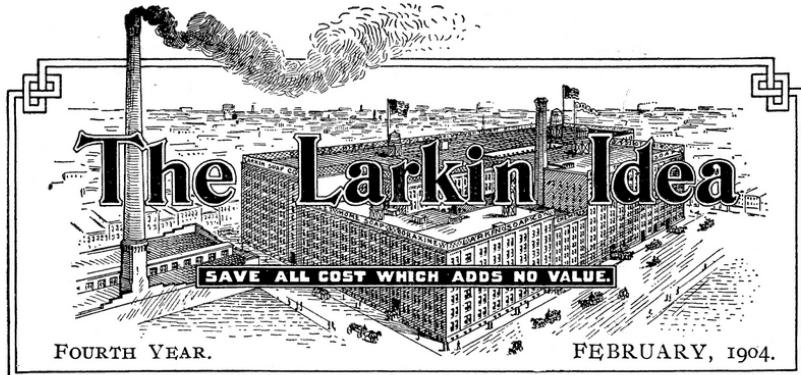
Outfit includes 7 ft. of cloth-covered rubber gas-tubing, fitted with rubber-lined goose-neck to fit any ordinary gas-burner tip. Has separate gas-cock at base.

Base, 5 in. square; height of shaft, 9 in. Full height, 19 in.



Larkin Street, Larkin Soap Co., Buffalo, N. Y.

ESTABLISHED, 1875.



MY LARKIN VALENTINE.

BY DAISY H. MEADE.

Now I should like to tell you
About my Valentine;
It was sent by ten small lassies,
A Sabbath Class of mine.

They gathered very secretly
Their pennies to combine,
And to talk the matter over
Of Teacher's Valentine.

" Now, girls," said winsome Bessie,
Who is very bright for nine,
" I'd like to have you listen
To this little plan of mine."

" Let's send to Mr. Larkin
For a box of Soaps so fine;
We'll sell it, and the premium's
The Teacher's Valentine."

" Think well before you answer;
Then hold your hands in line,"
Nine pairs of arms went high in air;
Nine voices answered, " Fine."

" Each girl a dollar's worth must sell.
No one could well decline

To buy, I'm sure, and just to think
Of such a Valentine!"

How quickly Bess the order brought
For Mamma to countersign!
And how the little tongues did fly!
And how the eyes did shine!

When Cupid made his rounds one day
With tokens from Love's shrine,
He left a tribute at my door
Marked " Teacher's Valentine."

A fine McKinley Rocker stood
(Like satin it did shine.)
Reflecting in it's polished wood
A face that looked like mine.

O children, while Love lingers
And makes the heart a shrine,
A memory of your kindness
Will be a thought divine!

To cheer my heart, delight my eye
And give me rest at day's decline,
No gift could prove more adequate,
Than my Larkin Valentine!

BUFFALO ADVANTAGES.

The Matthews-Northrup Art Printing Works in advertising their geographical advantages derived from their location in Buffalo, say:

"Buffalo—unique in its facilities of access—is only a night's journey, or less, from any of the cities of America greater than itself, and can be reached

without loss of a business hour from two-thirds of the smaller cities."

The Larkin Soap Works had their small beginning in Buffalo in 1875, after a careful study by the founder of every important city and nearly every possible location for a plant which his prophetic imagination foresaw would handle materials of tremendous tonnage,

requiring the most ample and quick transportation facilities.

The advantages of Buffalo over any other shipping point in America are shared every day by several thousand Larkin patrons, who receive at their doors, or at their freight houses, a Larkin shipment at a smaller average cost and in quicker average time than would be possible if the Larkin Soap Works were located in any other city.

WITCH HAZEL SHAVING SOAP FOR THE COMPLEXION.



Shaving soap has a new use. Women are employing it as a complexion beautifier.

A trained nurse discovered this value of shaving soap. She had a patient whose complexion had become ruined by a protracted fever. None of the ordinary treatments seemed to be able to restore it. One day the nurse heard the sick woman's husband telling how soft and pliable shaving soap made the skin. Forthwith she decided to try shaving soap on her patient's face.

First she bathed it thoroughly in warm water and the soap lather, the water as hot as it was comfortable to bear. She rubbed gently, although thoroughly; rinsed off the lather with warm water; then began a series of rinsings, every one a little cooler than the preceding. Gradually she worked up to cold water, and the face had a bracing dose of it, a stimulating dash that closed the pores and toned up the skin for the day.

Little by little the flabbiness disappeared and the face grew firmer, while the tonic of the cold water brought a new rosiness to it.

The system proved such a success that the nurse and the patient spread its fame as far as they could reach, and now any number of women are giving themselves the treatment every night.—*Rochester Democrat and Chronicle.*

HORSE BLANKETS.

We offer as premiums Horse Blankets in three qualities. We are sure a good Horse Blanket at a fair price will be regarded with favor. The first two Blankets have the famous 5/A stay under-strap, which guarantees strength, and the new 5/A triple-riveted metal reinforced strap.

Free for five Certificates; or Blanket with \$10.00 worth of Larkin Soaps, for \$10.00.

Swansdowne Fawn, square blanket for street use, fawn center, wide scarlet heading, double weave, fine quality, soft and warm. Size, 90 by 96 in. to fit large horses.

Free for two Certificates.

Storm King, square blanket for street use, dark and light Gray striped ground, broad fancy heading, double weave. Size, 84 by 90 in. for large horses.

Free for one Certificate.

Burlap, for street use, plain jute, with warm lining, double surcingle.

All of these Blankets are made by the old and reliable house of Wm. Ayers & Sons of Philadelphia, Pa., and are sold under their trade-mark of 5/A, which has been standard for twenty-five years; they are a "horsehold word" with all horsemen, have a national reputation for strength and long wear and are sold under the Ayres guarantee. They will more than meet the expectations of our customers.

"I am not one thing and my expenditure another. My expenditure is me. That our expenditure and our character are twain, is the vice of society."—*Emerson.*

THE PRIZE PHOTOGRAPH CONTEST.

In the Prize Photograph Contest that closed January 15th, the following awards were made:

Landscapes, First Prize, \$2.00, J. M. Holden, Wakefield, Mass.

Landscapes, Second Prize, \$1.00, M. A. Yauch, Rochester, N. Y.

Genre, First Prize, \$2.00, Julia L. Sutliff, Cherry Valley, N. Y.

Genre, Second Prize, \$1.00, Fred E. Corwin, Matamoras, Pa.

THE LARKIN IDEA for March will contain reproductions of the prize photographs.

In **THE LARKIN IDEA** for January we published a letter from Mr. Eldridge, whose picture, "The Mystic River," is here shown. He stated he had accomplished a difficult feat in obtaining the cloud effects, which, however, are less plainly defined in the reproduction than in the photograph. His experience with the

Chautauqua Camera convinced him it is equal to most of the high-priced Cameras.

From the few photographs we receive of winter scenes, it would seem that appreciation of the charming views to be had at this time of year is lacking. To stimulate a desire for winter views we offer three special prizes for the three best winter scenes submitted before April 15th. For the best photograph, \$3.00 will be paid; for second best, \$2.00; for third best, \$1.00. The same conditions govern this special Contest that apply to the regular ones.

Each photograph sent for this Contest must be marked "For Special Winter Contest." Otherwise it will be entered in the regular one, which closes the 15th of each month.

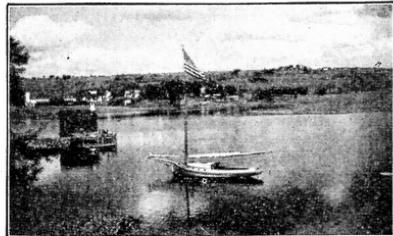
Larkin cameras are profitable to their owners. The monthly Prize Contests afford all an equal chance to win one of the four prizes offered.



"FIVE CENTS A BUNCH."

AWARDED FIRST PRIZE OF \$2.00 FOR GENRE SUBJECTS IN DECEMBER CONTEST.

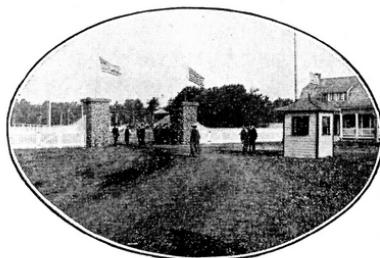
TAKEN WITH OUR CHAUTAUQUA CAMERA BY MRS. J. HARLEY, PATERSON, N. J.



"THE MYSTIC RIVER."

AWARDED FIRST PRIZE OF \$2.00 FOR LANDSCAPES IN DECEMBER CONTEST.

TAKEN WITH OUR CHAUTAUQUA CAMERA BY H. Q. ELDRIDGE, WALLOOMSAC, N. Y.



"THE GATES OF THE ERIE CO. FAIR GROUNDS."

AWARDED SECOND PRIZE OF \$1.00 FOR LANDSCAPES IN DECEMBER CONTEST.

TAKEN WITH OUR CHAUTAUQUA CAMERA BY NELLIE A. WRIGHT, ORCHARD PARK, N. Y.



Reprints allowed only by special permission of Editor THE LARKIN IDEA.

HAVE you ever grown the Achania? If you have not, I am sure you would be delighted with it. It has pretty, dark green foliage, and flowers of a rich scarlet. It is not what might be called a free flowering plant, like the Geranium, but it is a constant flowering one. Indeed, it is seldom without flowers, and it is this habit of constancy that commends it to general attention. It is of the easiest culture. Give it a soil of loam, well drained, a moderate amount of water, good light and a temperature of 60 to 65°, and it will flourish like the traditional "green bay tree." Insects are seldom found on it, and on this account it will be found admirably adapted to the needs of those who may not be able to use insecticides.

Another excellent plant not often seen growing in the window is Plumbago *Copensis*. It has flowers of a very delicate lavender-blue. We have no other flower of just this color. The Ageratum comes the nearest it of any, but it lacks the soft beauty which makes the Plumbago a favorite with all who give it a place in the window-garden. The shape of the flowers is like that of our annual Phlox. They are borne in loose panicles, at the end of new branches. To keep the plant in bloom, the old branches should be cut back sharply, and plenty of food should be given to encourage growth. As the flowers are never produced on old wood, the necessity of keeping the plant growing will be readily under-

stood. But of course it is not meant that it should have no resting-spell. In September or October gradually withhold water. Do this until many of the old leaves ripen and fall off. After that keep the soil only slightly moist for about two months. Then cut the old branches back to one-third their length, and begin to give more water. In a short time the plant will begin to grow, and by the middle of winter it will be in full bloom. Keep it in an east window if you have one,—anyway, out of the hot sunshine, if you want its dainty flowers to last long. It likes a soil of loam and sand, and considerable warmth. On this account it is well adapted to culture in the living-room, where the temperature is too high to suit most plants.

At this season of the year, great care must be taken to prevent the injury of the plants in the window-garden by insects. The aphis increases with wonderful rapidity, and a little neglect is sure to result in much injury for the plant for which he has a special liking. Before we are aware of it, often, stalks and leaves will be literally covered with his progeny. Therefore it behooves us always to be on the defensive. The regular use of such an insecticide as Sulpho-Tobacco Soap will prevent the possibility of injury of your plants by this voracious enemy. If we would keep this Soap always on hand, and apply an infusion of it to our plants once a fortnight, we would never have any trouble in keeping them clean. But we get careless and neglect to take the "stitch in time" which will save

nine. We forget "An ounce of prevention is worth a pound of cure," to quote another trite but true old saying, and the first thing we know, our plants are so overrun by insects that heroic measures have to be resorted to. But by the use of this Soap it is an easy matter to rid our plants of their common enemy, if we set about the business with a determination to succeed. As heretofore advised, the dip-bath is preferable to any other form of application when plants are badly infested. This will put a speedy end to the pests, and the regular use of the spray bath, thereafter, will be sufficient to prevent their return.

The catalogues will be coming in, now, and we may spend some most delightful hours in looking them over, and trying to decide what flowers we want for next summer's garden. To a lover of flowers this task is a most difficult one. We want them all and find it almost impossible to decide what we want most, but a selection has to be

made; for we could not take care of all the kinds we read about if our gardens were large enough to hold them.

Let me offer just one bit of advice to the flower-lover who is making up her order for seeds: Don't overlook the good old sorts,—the "stand-bys"—named Sweet Peas, Phlox, and Poppies—Pansies, and Marigolds, and Bachelor's Buttons.—Ten-week Stock, and Asters, and Morning Glories, if you have to forego some of the "novelties" so attractively described or pictured in the fascinating pages of your catalogue.

The good old flowers named above, and many others with whose merits you are doubtless familiar, will not disappoint you. The *new* kinds *may*. Make sure of the "old reliables," and if you have any money left after deciding on them, invest it in "novelties" if you care to do so; but don't depend on the novelties. Nine times out of ten, they haven't enough merit to make one care to grow them a second year.

FIRST KNIGHT OF THE BATH.

When I was younger,
I often did wonder,
At the goodness that Jack Horner claimed he displayed.
I could not see why
Finding plums in a pie
Should warrant exclaiming, "A good boy am I!"
Learning Jack's history,
Cleared up the mystery;
His virtue is plainly at last understood.
Jack brightened existence
With Larkin's assistance,—
A bath every morning was what made him good.

WASHING DISHES.

To wash dishes in half the time, and do it well, follow these directions: Always use hot water—not warm, but hot. Instead of using soap, use Boraxine. Dissolve a tablespoonful in the hot water,

making a good lather, and wash quickly; have plenty of nice dry towels to wipe with; have a drainer that will allow the water to run off the dishes into the receptacle below, when you will have highly polished glass and china.



In the August number, I promised to tell you, sometime, of the game I shot, so here is a little story of one day's hunt.

Br-r-r—sang the Seth Thomas Long-Alarm clock and there was nothing to do but get up and turn it off, else it would keep it up for fifteen minutes. Five o'clock and dark as pitch, but anticipation of the day's sport made me hurry into my clothes and downstairs to prepare breakfast. If you have never cooked your own breakfast before starting out for a day's hunt, you cannot realize how good everything tastes.

As I stepped out into the frosty air of the early morn, the faint gray of dawn showed in the east and the sky was overcast with clouds that promised rain before the day was over, but as I had made up my mind to go and had made all preparations, go I would.

A ride of twenty miles on the train, to the station from which we were to set out, and there stood Hutch waiting for me. We lost no time getting the horse started, for we still had five miles to go. We were soon there, however; had the horse stabled and started for the grounds with old Sport. It was not long before Sport let forth a yelp and started off through the under-growth on the trail of a rabbit.

What sweet music the baying of a hound is to the hunter. It makes one's blood quicken and flow with renewed life. We could tell by the sound that the chase was circling back toward us; so we waited on a little rise of ground. The next moment, a gray streak came down the hill; bang went Hutch's gun and Bre'r Rabbit was ours.

Four more rabbits were added to our bag that morning, and when noon came we had reached the woods, where we sat down for a rest, and to eat our cake of sweet chocolate and some apples that we had found in an orchard. A cake of milk chocolate is convenient to carry, and it is a good lunch. I have hunted all day, many times, with nothing more to eat.

About one o'clock, the clouds sprang aleak and then the whole bottom dropped out, and oh what a deluge!

Hutch said he knew where there was a sugar shanty, but he didn't—it could not be found. However, it did not matter much, by that time, for we were soaked through.

The air was growing colder, which was a cheerful prospect considering the fact that we had a long drive in an open buggy, but we finally reached Pop Millar's where we found a cheerful fire and a hot supper; you may believe it was a welcome sight, for Mrs. Millar is a famous cook and we always look forward to the pleasure of sitting down to one of her suppers as much as we do to the day's hunt.

When we bade them farewell after supper, we were made to promise that our visit should be repeated next year. All we could say was that we would do our best to repeat it.



Mrs. Maggie Gudden-dorf, Aurora, Ill., writes: "My son Nick, whose photograph I send, is doing all the business connected with my Club-of-Ten. He is a great help to me, and I am glad to have so useful a boy. I wish

to thank you heartily for your kindness. All members of my last Club were well pleased with their beautiful Premiums, and I am sure those of my present one will be."



who put that sled in there!"

"Needless to say he intends to earn one."

If the other boys whose hearts have been gladdened by the Bunker Hill Bob-sled have not expressed their delight in so affectionate a manner, I think they have felt just as truly grateful for its appearance among Larkin Premiums as Kenneth did.

It is certainly a great sled for a boy—just the kind of a sled he will be proud to own. And it has this good feature: that, as soon as the snow is gone, for two Certificates a set of wheels can be had, which will convert it into a Coaster-wagon, with auto steering wheel and brake; when so fitted it affords first-class sport that may be indulged in with perfect safety.

When we first offered the Bob-sled, the demand for it was so great the makers could not supply it fast enough. Their facilities have been so increased that henceforth all orders will be promptly filled.

A SOAP-BUBBLE PARTY.

Did you ever give a soap-bubble party for your little friends? It is very amusing, and this is how you set about it:

Have five rings, made of cardboard and wound round with tissue paper of

bright colors, in a doorway, suspended in a row by strings.

Each ring should measure about seven to nine inches across, but they need not all be the same size.

Have ready some bowls of strong soapsuds in which a teaspoonful of glycerine has been dissolved and as many clay pipes as will be needed for yourself and your guests.

The players take turns in blowing their bubbles through the rings, and the one who succeeds in getting the most through without breaking them is declared the winner and gains a prize.—*Exchange*.

SLEDS FOR GIRLS AND BOYS.

The sport of coasting may be thoroughly enjoyed with one of our sleds. If you cannot have a Bunker Hill Bob-sled you'll be pleased with either of the two sleds below.

SLED, No. 260.

Free for one Certificate.

A graceful design, strong, well-finished. The gear is finely finished on the wood. Three bent knees, six tinned braces extending from runners and over the fenders; Swan heads add a finishing touch. Top is hand painted in attractive colors. Length, 3 ft.



SLED, No. 260.

COASTER, No. 17.

Free for one Certificate.

No Coaster on the market excels this in point of general outline, strength or durability. Painted top, natural-wood runners; round spring shoes. Length, 4 ft.



COASTER, No. 17.

The Larkin Idea.

PUBLISHERS' ANNOUNCEMENT.

The subscription price of THE LARKIN IDEA is 50 cents per annum.

It is published on the first day of each month, and will be mailed to any address in the United States or Canada for one year upon receipt of the subscription price.

Back numbers cannot be furnished.

THE LARKIN IDEA will be mailed free for one year to every sender of three Orders for the Larkin Soaps within twelve months. To one who continues to send Orders, the paper will be mailed regularly until twelve months after the date of receipt of the last of three orders received within a year.

Short contributions are requested from any patron who has something to say that will interest others.

Larkin Soap Co. Publishers.

FACTORY-TO-FAMILY

SOAPMAKERS, PERFUMERS, CHEMISTS, REFINERS.
Factories and General Offices, BUFFALO, N. Y.
Established, 1875.

Branch for West-of-the-Mississippi patrons,
PEORIA, ILL.

LOCAL BRANCHES:

19 Eliot St.,	BOSTON.
211, 213 N. Broad St.,	PHILADELPHIA.
49 Barclay St. and	NEW YORK CITY.
52, 54 Park Place,	

A THOUGHT FOR WASHING DAY.

The clothes-line is a rosary
Of household help and care;
Each little saint the mother loves
Is represented there.

And when across her garden plot
She walks, with thoughtful heed,
I should not wonder if she told
Each garment for a bead.

For Cecil's scarlet stockings hang
Beside Amelia's skirt,
And Bilbo's breeches, which of late
Were sadly smeared with dirt.

Yon kerchief small wiped bitter tears
For ill success at school;
This pinafore was torn in strife
'Twixt Fred and little Jule.

And that device of finer web,
And over costly lace,
Adorned our eldest when she danced
At some gay fashion place.

A stranger, passing, I salute
The household in its wear,
And smile to think how near of kin
Are love and toil and prayer.

—Julia Ward Howe.

Considerable space is set apart in this issue to a description of the Buffalo Pottery, of which Larkin customers are first preferred patrons, and to our new crockery offers.

Our latest achievement is a noteworthy one and one in which we believe every Larkin customer will rejoice.

These forceful words of Marshall Field apply perfectly to our unique and interesting experience.

"In our effort to conduct this immense business in the best possible manner, we have encountered, in some form or other, almost every problem which ever confronted any business. There have been problems of buying, and selling, and manufacture; problems of organization and economics; problems of time, expense and expediency; problems of advertising and development; problems of procedure, method and utility. There came times when it was imperative to solve these problems. The oncoming forces of a great business were waiting for the path to be opened, and every moment of delay meant a loss. There were no make-shifts and no alternatives. The problem had to be solved, in every instance, by turning upon it the best thought, and care, and study at our command. The barriers gave way, the problem was solved, and the new paths led into broader fields."

We do not attempt to conceal a certain pride in this our latest achievement. We now supply better crockery than we have ever offered before.

The offers made in this issue, and others that are to follow, include ware of such beauty of design, decoration and quality as justifies all we say about it and the Pottery where it is made.

A few desirable Certificate Premiums are offered on the second cover page. They are all serviceable and good Larkin value.

We have a few more—not many—of the beautiful Modjeska Carnation Calendars for 1904, which we mail postpaid for ten cents each to those who want them. We intended to print some of our customers' opinions of the Calendar but space does not permit us to do so. A great many write how highly pleased they are with it.

CARING FOR THE HANDS.

A Few Suggestions For The Ladies Who Would Defy The Destroyers of Hand Beauty.

The woman's desire for dainty hands need suffer no disappointment, even though she is doing her own housework, plunging her hands into dish-water thrice daily, or doing the hundred and one tasks so necessary to the family comfort and so destroying to hand beauty.

Every woman may have dainty hands, if she will. Modjeska Derma-Balm and Modjeska Cold Cream are powerful enemies to a harsh or irritated skin—they smooth away the roughness that comes from housework—they prevent the chapping and cracking caused by harsh winds—they feed and nourish the tissues, imparting a velvety softness that is delightful.



And working along with these fragrant imparters of beauty to the hands is the World's Work Toilet Soap. Does "World's

Work" sound too "strenuous" for a place on the lady's toilet table? Perhaps it does, but you may rest easy with the assurance that it is strenuous only in doing good. So scientifically made that it removes all stains from the hands; its use also removes the old,

dead skin and clears away the particles that clog the pores and prevent them from performing their natural functions.

It is, in its own way, as much an improver of beauty to the hands as is either Modjeska Derma-Balm or Modjeska Cold Cream, and the three together defy the entire phalanx of hand rougheners.

Modjeska Derma-Balm is readily absorbed by the skin. It should be applied during the day. It softens and heals. Use it before going out-of-doors—use it before going to the ball or theater—use it before going calling or shopping—use it before any exposure to the cold and use it after washing the dishes or blacking the stove.



Before retiring, use the World's Work Toilet Soap. Have the water hot,—not warm, but hot—wash the hands thoroughly, applying the World's Work Toilet Soap freely. Dry them perfectly and then apply Modjeska Cold Cream, rubbing it well into the skin. Have the hands well covered and rub gently for two or three minutes.

Do not remove the Cold Cream until morning. Then wipe the hands with a soft cloth before washing them. Always plunge the hands into cold water if you use warm water in washing them during the day or before going out-of-doors in cold weather.

Try this mode of treatment a few weeks. If your hands are roughened you will find them becoming soft, white and beautiful. If they are already so, you will find their beauty and whiteness are preserved and even intensified.

Next month we will tell you how to care for the face and how a fresh and healthful complexion may be preserved or gained.

BUFFALO POTTERY.

Larkin customers its "first preferred" patrons.
The highest quality of Semi-vitreous Porcelain made in the New World,
supplied with absolute promptness.

THE Buffalo Pottery has now been in operation long enough to have accumulated a stock of its products sufficiently large and varied to warrant us in promising our customers that hereafter their orders for Dinner and Tea Sets will be promptly filled and with goods of its manufacture, destined to become celebrated.

After March 1st the Cairo Toilet Sets will all be of its make, also.

While this enterprise has been long in maturing, having had its inception at the close of 1901, the gratifying outcome justifies the deliberate character attending every step of its development.

The best potteries hitherto built have been visited and studied, and the best features contained in them all are united in the Buffalo Pottery. The best organization of artisans has been secured, the reputation of Buffalo as a residence city readily inducing removal here of all the men required, with their families.

Constant study and experimentation along the most advanced lines employed in England have been conducted by men whose whole life has been devoted to the art of potting, and when at last the plant, a group of seven large buildings, perfectly fire-proof, built of brick, stone, cement and iron

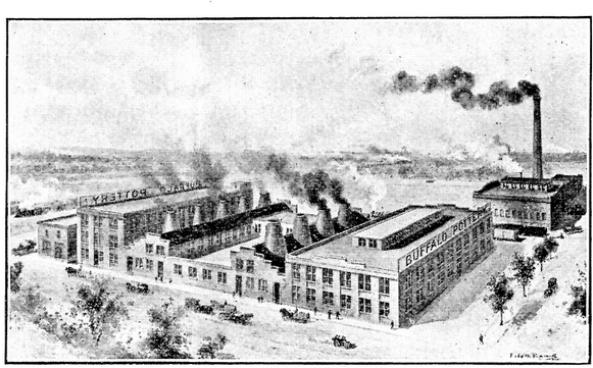
throughout, containing 100,000 sq. ft. of floors, with the most complete equipment of machinery, with nine kilns besides six decorating kilns, was ready for the clays, the fires, and the artisans in July, 1903, there began the making of the whitest, lightest, brightest and best ware ever produced in America.

In October the first kiln was actually "fired," and in December the first complete Dinner Set was shipped.

The output of a new pottery is limited at first, until the whole organization has taken up the various parts necessary to complete the grand whole, but now complete sets of "Modjeska" and "Lamaré" replacing the former "Psyche" and "Severn" ware offered by us, are ready in the various decorations to insure a supply for all our needs.

AN INSIDE VIEW.

The Buffalo Pottery is unique in many ways. It is the largest fire-proof pottery in the world and the only pottery operated entirely by electricity. It has its own Power Plant,



BUFFALO POTTERY.

in which the electricity used for operating and lighting and the steam used for heating are generated.

This Power-house, built with an eye to the future, is so arranged that as the many acres of land provided for the pottery's growth are occupied, the power-house will be central and the power can be supplied to all the buildings with the least effort.

The pottery is so conveniently arranged and so thoroughly equipped that many of the employees, some of whom have passed the greater part of their lives in the potteries of the Old World, were wonder-struck at the provisions made for doing the work and the pleasant conditions under which they were to do it.

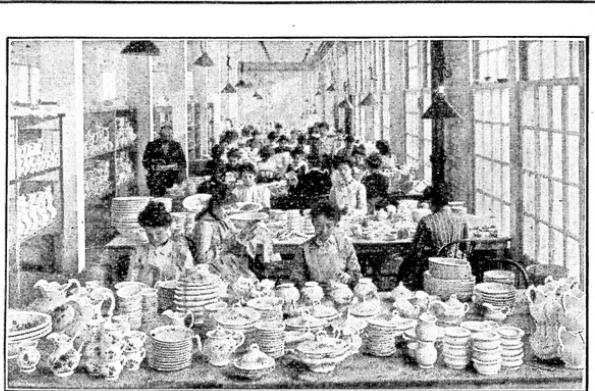
To begin with, special attention was paid to lighting and ventilation. The walls are liberally supplied with windows, there being 400 in all, while the roof of each building has an extensive skylight.

The floors are of steel and concrete construction and are absolutely smooth, having no crack in which a speck of dirt or dust can find permanent lodgment. There are many points of the mechanical equipment that have never been seen in a pottery before.

Then, too, everything has been so arranged that the movement is always forward. A railroad siding from the Pennsylvania Railroad gives direct connection with the D. L. & W., the Lehigh Valley, the Erie, and, in fact, all the railroads entering Buffalo. The coal bins of the Power-house and the bins in the main building for the

reception of the various clays, flint and spar—which are gathered together here from Virginia, the Carolinas, Georgia, Florida, Maine, Tennessee, Pennsylvania, and from England—and the other materials used in the making of ceramics are on opposite sides of a R. R. track so that cars are conveniently and economically unloaded.

From the bins, the ingredients are carried on through the various departments, ranged one after the other according to the natural progression of the work. From clay bins to mixing vats, to "lawns," to filters, to clay cellar, where it is permitted to mellow as long as possible. To remain a year will help it; to remain a hundred years would help it more. The next process is the pug mills, where the prepared clay is cut, crushed and made fine; next to the potter who forms the vessel; to the "green" room where it waits until ready for the "bisque" kiln, into which it goes plain light cream color and from which two days later it emerges chalk white. In this kiln the pieces are placed in receptacles called "saggars," which are made of fire clay in many shapes adapted to the different pieces of ware. When filled the saggars are sealed with fire clay. After this fire it



A PART OF THE DECORATING DEPARTMENT.

goes to the decorator if it is "Underglaze Ware;" then to the dipping tanks, where the glaze is put on, or if it is overglaze ware, direct from the bisque room to the dipping tanks; next to the glost (a potter always says glost, not gloss) kilns for a day of 24 hours; then to the decorator; finally to the decorating kilns that are for underglazed or overglazed ware, respectively, for a short, (comparatively) low heat. Its last place is the Glost department, from which it goes into barrels in the shipping room and out on another railroad siding to be joined at the freight houses by boxes of Larkin Soaps and carried away to the homes of Larkin patrons.

The "Underglaze" department here mentioned is unusual in an American Pottery. Underglazing has been attempted in American Ceramics, but its success has been uncertain except in one or two instances. Most of the Underglaze pottery has come from England, but with the advent of the Buffalo Pottery, America will take her place in the Underglaze crockery market of the world; for this particular feature has been so thoroughly developed that it is an entire success, and Larkin patrons may be assured of dinner and tea sets and crockery on which the decoration is firmly fixed, having been burned on under the glaze so it will never come off.

The Buffalo Pottery makes the finest grade of Semi-vitreous Porcelain in this country and as fine as any made in the world. It will hereafter furnish the Larkin Premiums in ceramics, and prompt delivery can now be absolutely guaranteed.

BUFFALO POTTERY PRODUCTS.

Two New Offers.

51-Pc. Cottage Dinner Set.

Modjeska Shape and Decoration.

Free for five Certificates; or Set with \$10.00 worth of the Larkin Soaps, for \$10.00. Set consists of

- 6 Tea Plates,
- 6 Plates for Breakfast or Dinner,
- 6 Cups for Tea or Coffee,
- 6 Saucers,
- 6 Fruit or Sauce Dishes,
- 6 Ind. Butter Dishes,
- 1 Covered Butter Dish,*
- 1 Medium, 1 Large Platter,
- 3 Open Vegetable Dishes, Oval,*
- 1 Sauce or Gravy Boat,
- 1 Sugar Bowl,
- 1 Cream Pitcher,
- 2 Medium Bowls,*
- 1 Cake or Bread Plate.

*We will omit the Covered Butter Dish or one Open Oval Vegetable Dish and two Medium Bowls and substitute one Teapot, making a 50-piece Set, if desired, on same terms.

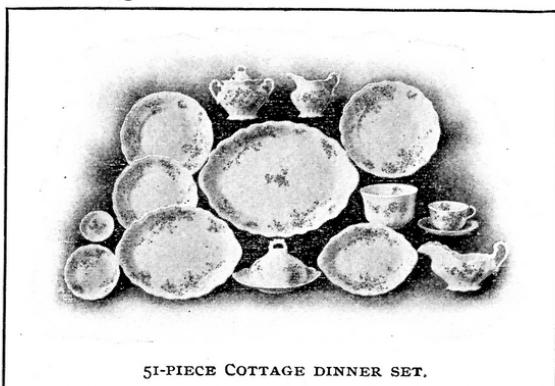
Decorated by the Decalcomania process used on all French china, in choice of exquisite green or pink roses or beautiful sprays of blue forget-me-nots. *All are illuminated with full gold trimmings.*

69-Pc. Cottage Dinner Set.

Lamaré Shape and Decoration.

Free for five Certificates; or Set with \$10.00 worth of the Larkin Soaps, for \$10.00. Set consists of

- 6 Soup Plates,*



- 6 Tea Plates,
- 6 Plates for Breakfast or Dinner,
- 6 Cups for Tea or Coffee,
- 6 Saucers,
- 12 Fruit or Sauce Dishes,
- 12 Individual Butter Dishes,
- 1 Covered Butter Dish,*
- 2 Platters, Medium and Large,
- 3 Open Vegetable Dishes, Oval,
- 1 Sauce or Gravy Boat,
- 1 Sugar Bowl,
- 1 Cream Pitcher,
- 2 Medium Bowls,
- 1 Cake or Bread Plate.

*We omit the six Soup Plates and substitute six Pie Plates, or we omit the Covered Butter Dish and substitute a Teapot, if desired, on same terms.

The decoration is a border of green flowers under the glaze and guaranteed permanent. A lifetime's use will not effect decoration or glaze. *Handles and embossed work traced in gold.*

Either Set makes a desirable Breakfast, Dinner and Tea Set for a moderate sized family.

These goods are manufactured by the Buffalo Pottery in the best grade of Semi-vitreous Porcelain produced in this country. The greatest care is used in the selection of clays and materials that constitute the body and glaze; also in the manufacture of each piece. It is a beautiful clear White body, very light in weight, and will not craze or easily chip.

ROAD IMPROVEMENT.

The farmers have begun to admit that the roads are bad and that bad roads separate them from the town and from each other; that they can't get to market when prices are good; that they are hauling scant loads, racking their wagons, killing their horses and rasping their tempers; that

these roads keep their wives shut up like cattle in a pen, deepen their solitude, keep their children from school, and send their young men to the cities with the solemn oath that they will never till the soil.

A movement for better roads is under way. The American Motor League, is planning the early publication of a short, illustrated, plainly written booklet, showing how macadam roads may be built by the farmer at small cost and how "field-stone" and other nearby materials can be utilized for that purpose.

WORLD'S WORK CONTEST.

The Girls and Boys' Contest, for the three prizes offered for best papers on Why every girl and boy should use World's Work Soap, closed February 1st.

The large number of papers entered was a gratifying tribute to the worth of World's Work Soap, that destroyer of soil and stains that soaps of the ordinary kind cannot remove.

The award of prizes will be made as soon as the judges complete the task of reading the papers. THE LARKIN IDEA for March will contain the names of prize-winners and the paper that received first prize.



69-PIECE COTTAGE DINNER SET.



A VALENTINE PARTY.

BY L. ELSIE ATWOOD.

The Hardings lived on a farm overlooking a quaint New-England village nestling cosily among the rugged hills uplifted far above the fruitful valley.

Thrift and industry had placed the Hardings in comfortable circumstances. The large old-fashioned house had been remodeled and modernized, and it was the desire of Mrs. Harding that its transformation should be celebrated in a fitting manner.

"Mamma," said her daughter Ethel, a girl of eighteen, "the winter seems to me unusually dull; there is nothing whatever going on—not even the sociables at the schoolhouse, such as we had last winter."

"That is so," said her mother; "aside from my Larkin Club-of-Ten meetings nothing has been going on."

"Let's do something, Mamma; let's have a party—a valentine party," exclaimed Ethel, now aroused and enthusiastic. "I know precisely what will make the most beautiful and appropriate valentines to present to our guests."

"What?" asked Mrs. Harding with an infection of interest.

"Those lovely packets of Sachet Powder we get from Larkin's. Just think, Mamma, they are but ten cents each, and besides being so sweet and dainty they will be useful for a long time—a fragrant reminder of our party."

Then they began to talk it over seriously. Fifty people were invited and the Larkin Soap Co. was to have an order for fifty packets of Sachet Powder, and the other five dollars for different kinds of Soaps to be used in the home.

The fourteenth of February came and with it the party. Soon the guests were deep in the mirthful games and joyous amusements.

The affair was a success. Mrs. Harding knew it and so did Ethel. Occasionally they would slip away from the others and congratulate one another on the enjoyment evident below.

"Isn't it almost time to bring out the Graphophone?" asked Ethel. "I am so anxious to display our latest Larkin acquisition, I can hardly wait."

But Mrs. Harding deferred it until after refreshments had been served.

What a surprise to everybody! It did not seem possible that a real Columbia Graphophone, producing such full and vibrant sound, could ever be a free premium with \$10.00 worth of the Larkin Soaps.

But there it was, with Mrs. Harding



its proud possessor; and everybody marveled at the boundless resources of the Larkin Idea.

Then the climax came. Just before the guests departed, Mrs. Harding's two young daughters, in fairy garb, from dainty baskets, handed the packets of Sachet Powder. And everyone was delighted with the sweet-scented valentine and the manner of its presentation.

Yes, the party was a success.

Mary Keegan, Iselin, N. J., writes: "I am twelve years old and I've sent you orders for myself and four Club-of-Ten orders. I think it is fine fun, for the Premiums are so nice.

I feel glad every time an order is ready to go. I have another nearly ready. So far, I have earned a Chautauqua Desk, Lawn-Swing, Camera, Morris Chair and Graphophone."



Mildred P. Vial, Barrington, R. I., writes: "I have sent orders for \$68.00 worth of the Larkin Soaps, and the Premiums I received are much better than I expected

they would be. I am thoroughly pleased with my dealings with you. I wish you every possible success."

Fern Hunt, Fairfax, Vt., writes: "There had been but four orders from this town previous to mine. Now the Larkin Soaps are used in nearly every home in town. I am sending my sixth order, which shows I have done my share in

extending the sales of your good Soaps. I am twelve years old.

"I like THE LARKIN IDEA, also the beautiful Premiums I have received."

Anna Shipley,
Pekin, Ohio, writes:

"I send you another Club-of-Ten order. I am organizing a second Club and expect to have the first order ready within a few days. I have derived a great deal of benefit from the Larkin Club-of-Ten, and all the members are well pleased with the Soaps and Premiums. I receive THE LARKIN IDEA every month and am delighted with it. There is nothing in it that escapes my notice, I am so fond of reading it."



Laura Ella Tehan, Auburn N. Y., writes: "I am twelve years old, and I've taken orders for and delivered nearly all the Soaps we have had. We have a great many Premiums.

All of them are very nice indeed, and I am going to get Mamma a Dinner Set. She is a member of a Larkin Club-of-Ten. I have had THE LARKIN IDEA for nearly two years and have saved every copy of it."



Ida S. Smith, Columbia, Pa., writes: "I am only nine years old, but I am going to try and write you a letter that will be good enough to print in THE LARKIN IDEA with my picture. I have sent five \$20.00 orders in the last five months. Most of the work I have done myself, and I feel quite proud because I got such nice things with the Soaps."



THE LARKIN CLUB-OF-TEN.
 WHAT A DOLLAR A MONTH WILL DO.
 THE HIGHEST DEVELOPMENT OF THE LARKIN IDEA.

Mrs. P. J. Humphry, Galesburg, Ill., writes: "I organized a Larkin Club-of-Ten January 8th. Another will be formed this month—perhaps two more. I have organized six Clubs since October 1, 1903. We have an entertainment at each meeting and the ladies prefer my Clubs because we always have something new going on. I enclose two clippings from the *Galesburg Mail* of December 23rd and 29th, which will give you an idea of what we do."

GUESTS GET PRESENTS.

A cobweb party took the place Monday afternoon of the regular meeting of the Jolly Ten Soap Club, whose hostess was Mrs. Wasson. The afternoon was spent in hunting the presents, which were hidden in various places about the premises. Each member of the Club was presented with a chicken besides several Christmas presents. Refreshments were served. The Club will meet next at the home of Mrs. Dial.

CHAUTAUQUA CLUB MEETS.

Mrs. P. J. Humphry entertained the members of the Chautauqua Club-of-Ten at her home. About forty guests were present, who enjoyed a program by the children. A large Christmas tree, from which presents were given to the little ones, was in one corner, the older members drawing theirs from a fish-pond. Mrs. Humphry was presented with a Tea Set from

the Club. Later in the evening light refreshments were served.

Mrs. Herman Wenthur, Milwaukee, Wis., writes: "I have organized my second Larkin Club-of-Ten. The members of my first were satisfied with the Soaps and Premiums and enjoyed their first experience greatly. We all commend the Club-of-Ten as a helpful plan for the housewife. Besides my Club orders, I have sent six individual ones. I am indeed a regular Larkin Customer."

Mrs. Claudet Beaudoin, Augusta, Me., writes: "If the picture I send you of my Larkin Club-of-Ten is printed in THE LARKIN IDEA, it will be a great help to me in organizing other Clubs. The assistance it renders is the proof that a Club is a substantial organization and has in view a definite purpose. I like to see Club-of-Ten pictures and hope you will publish many of them."



A LARKIN CLUB-OF-TEN.
 MRS. CLAUDET BEAUDOIN, SEC'Y, AUGUSTA, ME.



Mrs. De Ridder, South Holland, Ill., writes: "I am so well pleased with these several Premiums received from you that I wish everybody to know you are a liberal and reliable firm to deal with. I am satisfied with all I have had from you, and I intend to continue a customer."

Mrs. Robert McClellan, Allentown, Pa., writes: "As you are desirous of having a few words from your different Larkin Clubs in regard to their monthly meetings, for publication in the Larkin Idea, the following gives details:

"We started our Club in November by holding a meeting at which we arranged the rotation in which the Premiums should be taken. Upon arrival of the goods, the person receiving them notified the members to meet at her house, get their Soaps and give their orders for the next shipment. This rule has been followed since, and we find that the monthly meetings are a very pleasant feature. Refreshments are served each time.

"As for the Premiums and Soaps received thus far, the ladies are all perfectly delighted with them, and I hope the satisfaction will continue."

Julia D. Hanna, writes: "The enclosed is the last order for my three Clubs-of-Ten, and I wish to express my appreciation of your goods and Premiums. We are unanimous in saying that in the future we shall use none but Larkin Soaps. While all are fully equal to the best that can be purchased for the same price, some are far superior.

"Of all washing-powders made, I have never found anything

to compare with Boraxine; never have my washings been so snowy white, and the work is so light that wash-day is no longer a dread."

"I have enjoyed the work as Secretary of the Larkin Clubs, and have never felt so well repaid. I have many beautiful Premiums, and all were valuable beyond my expectations. In behalf of myself and the Club-members I thank you."



F. P. Cooper, Warriors Mark, Pa., writes: "I am well pleased with your Soaps and Premiums and with your dealings with me. I hope our future may be as pleasant as the past three years have been. I have sent you twenty-nine orders in that time. My success has been so great that I shall continue sending orders.

"I like THE LARKIN IDEA very much and send my photo. for it."

Mrs. Nathan P. Beverage, Oakland, Me., writes: "I received THE LARKIN IDEA for January and read it with much interest. It seems to revive me and give me courage. I have been a Club-of-Ten member for two years, and I'm hoping to organize another Club. My last one was a success in every way."



ST. MARY'S LARKIN CLUB-OF-TEN.

MRS. I. W. BOTKIN, SEC'Y.

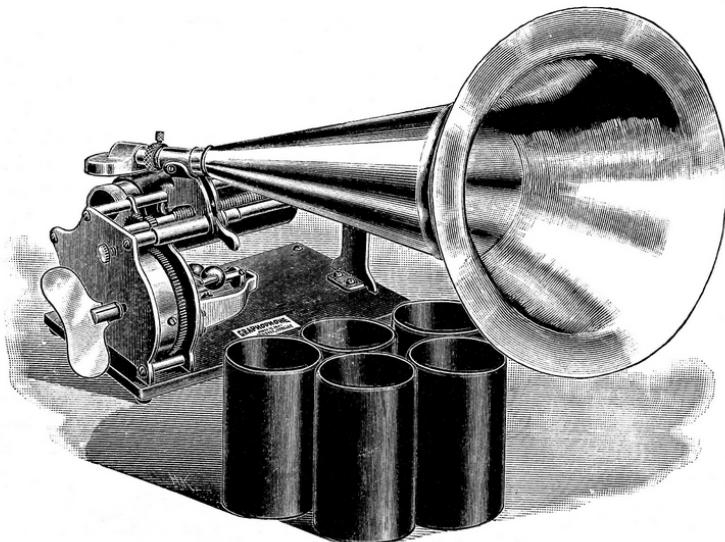
Pleasing Entertainment

FREE TO ALL.

A

Columbia Graphophone

**FREE WITH A \$10.00 SELECTION
OF THE LARKIN SOAPS.**



COLUMBIA GRAPHOPHONE, NO. 5.

Equals higher-priced machines in clearness and accuracy of performance. Has jeweled reproducer set in neat Aluminum frame; nickel-plated spring motor, winds like a clock. Uses cylindrical Records, either Columbia or Edison. Outfit includes 14-in. special Aluminum Horn and six assorted Records.

Free for one Certificate. Choice of five Columbia cylindrical Records from complete list that is supplied with above machine.

Larkin St., Larkin Soap Co., Buffalo, N. Y.

ESTABLISHED, 1875.